BABSON COLLEGE
Babson Academy for the Advancement of Global Entrepreneurial Learning

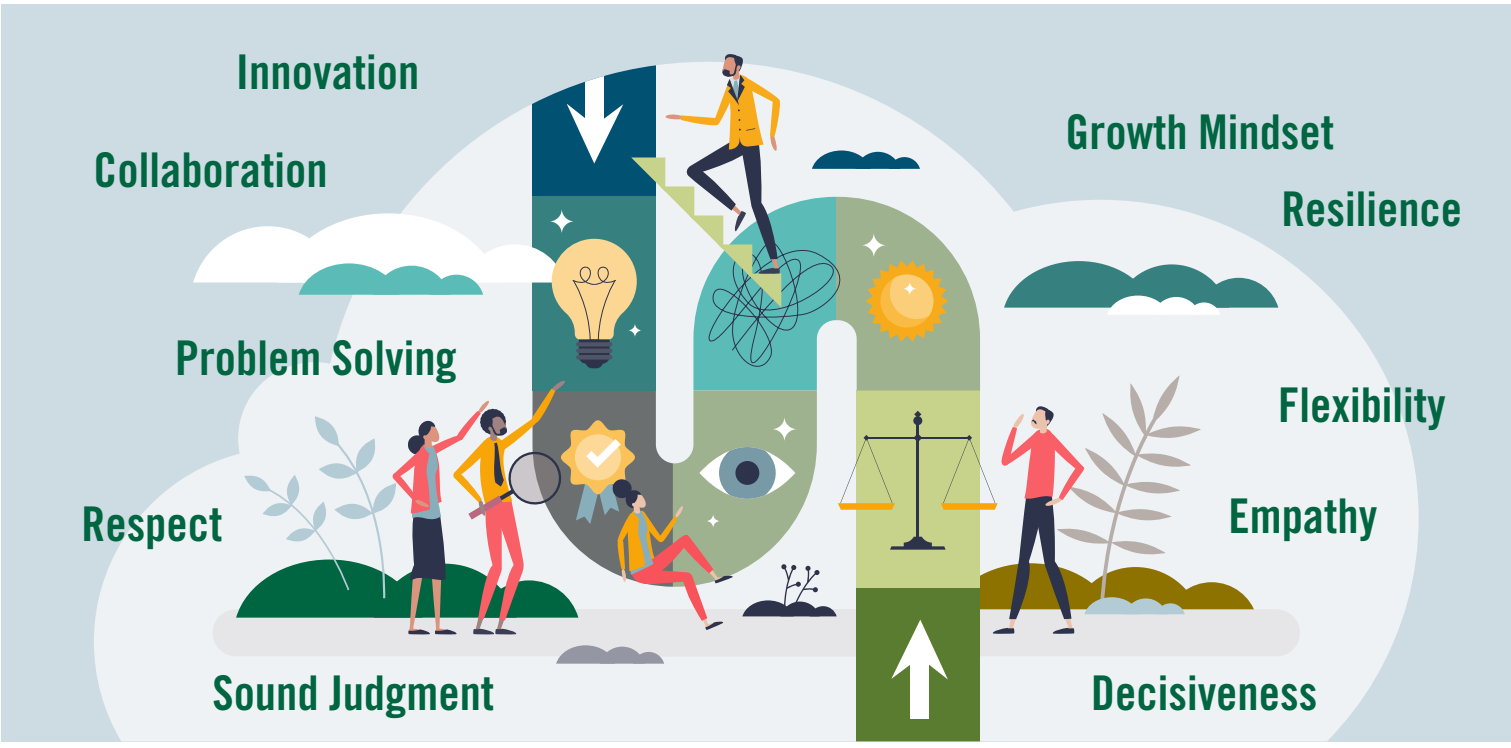
THE ONE HOUR ENTREPRENEURSHIP EDUCATOR

Bringing Entrepreneurial Values to the Healthcare Industry through Experiential Learning

An Educator Resource: Using Entrepreneurship Education to Impact Health Care

Based on the research and teachings of **Wiljeana Glover,** *Founding Faculty Director,* and **Michele Bernier,** *Associate Director of Programs*—The Kerry Murphy Healey Center for Health Innovation and Entrepreneurship.

The Entrepreneurial Mindset Prioritizes:



Continue on page 2 »

Entrepreneurship education fosters a shared mindset among its students, prioritizing innovation, problem solving, collaboration, respect, and sound judgment. Now more than ever, these are the same values that communities around the world are embracing as they grapple with their most pressing healthcare challenges.

As access to electronic health records, open-sourced application development, and health awareness grows, we are seeing a boom of new healthcare ventures around the world. Using an experiential learning model, we are able to not only prepare our students to take advantage of this moment, but we also are able to guide them as they create tangible good in their communities.

See it in Action | Our Values at Work

The Global Health Innovation Lab Framework

The Ask

Working in pairs with undergraduate medical students, the Global Health Innovation Lab challenges Babson undergraduates to identify and solve healthcare problems within low- and middle-income communities.

The Setting

To date, Babson students have worked with medical students from the University of Global Health Equity in Rwanda to solve problems related to deaf patient communication, ambulance wait times, systems for rabies response, and AI-enhanced radiology.

The Response

Students develop actionable solutions to address the challenges health organizations are facing. To do so, students use several tools including:

- ***Developing Innovation Configurations:*** Students consider the product/service, business model, and social innovation components needed to address the challenge.
- ***Values Sensitive Design:*** Originating from information management, students use this approach to identify tensions and synergies across stakeholder values during the design process and to incorporate these observations into their prototypes.
- ***Approaches for Innovation Adoption:*** Students discuss how to attract users to participate in the development and testing processes.

Overcoming Barriers

As students reach technological barriers beyond their skill sets, they receive support from knowledgeable faculty and alumni mentors.

The Outcomes

1. The experiential learning framework doesn't just teach students how to share their innovations with the communities that need them—it encourages students to grapple with the interplay between health, social, and economic values.
2. Students come away from the course with the ability to examine the issues of equity and ethics involved in any new venture within the healthcare field.

How to Put Experiential Learning into Action

Focus on Values-Based Development

Capital and Ethics Go Hand in Hand

While raising capital is an important part of launching any new innovation, it must go hand in hand with the greater ethics and impact of the project. Make space for community needs and student backgrounds throughout all stages of development.

Form Partnerships

Shift from solo acts to collaborative work to succeed

Build relationships with organizations locally and/or internationally. By uncovering the problems that they need help solving, you create an opportunity for your students to make a tangible impact while receiving the technical or specialized support they need to achieve their goals.

Identify Metrics

Collect and analyze data to measure growth and success

In order to take a truly human-centric approach to a problem, students need to understand the communities they aim to serve. Ensure that at every stage of intervention design, there is relevant data to support it.

How do we prepare students with the critical entrepreneurship skills necessary to contribute to the evolving healthcare entrepreneurship landscape?

1. Prioritize entrepreneurship education and the development of an entrepreneurial mindset within the healthcare discipline.
2. Create real world, practical-learning opportunities that allow students to bring an entrepreneurial approach to health care.
3. Nurture connections with other organizations working within the healthcare space to better identify community needs and opportunities.

If you would like more information about this topic, please contact **babsonacademy@babson.edu**

References:

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